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EXPLORING THE INFLUENCE OF OMNICHANNEL EXPERIENCE ON TRUST AND REPURCHASE INTENTION IN RETAIL COMPANIES: EVIDENCE FROM INDONESIA

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ABSTRACT

Purpose: The objective of this research is to investigate how omnichannel experience impacts trust, how trust influences repurchase intention, how omnichannel experience affects repurchase intention, and how omnichannel experience affects repurchase intention when trust is considered as a mediating factor.

Theoretical framework: Omnichannel experience is defined as a sales system that offers customers freedom and independence to experience and obtain information through various channels. The five dimensions of omnichannel experience are connectivity, integration, consistency, flexibility, and personalization. Trust is a set of beliefs related to the integrity, benevolence, and ability of the other party, while repurchase intention is the customer's desire to repurchase a product or reuse the services provided by the company. The four dimensions of consumer trust are benevolence, ability, integrity, and willingness to depend. The research aims to determine the effect of omnichannel experience on trust and how it affects repurchase intention.

Design/methodology/approach: 10 retail companies with the highest consumer value in 2021 based on YouGov. Data will be collected through questionnaires distributed to customers who have shopped at the object of research retail stores online and offline. The study will use a quantitative approach with descriptive and inferential analyses, and the data will be analyzed using Structural Equation Modeling (SEM) analysis. The minimum recommended sample size is 330 samples

Findings: The study found that the omnichannel experience has a positive effect on trust, and trust has a positive effect on repurchase intention. Furthermore, the study revealed that trust plays a mediating role between omnichannel experience and repurchase intention. These findings suggest that creating an omnichannel experience that enhances trust may lead to increased repurchase intention among retail consumers.

Research, Practical & Social implications: By understanding the positive impact of omnichannel experience on trust and repurchase intention, retailers can provide seamless, integrated shopping experiences across multiple channels. This can include offering online shopping with in-store pickup options, providing personalized recommendations based on customer preferences, and implementing transparent and reliable return policies to build trust.

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By enhancing omnichannel experiences and building trust, retailers can create a more positive shopping experience for customers, leading to higher satisfaction levels and increased loyalty

Originality/value: This study provides a comprehensive theoretical framework to explain the relationship between omnichannel experience, trust, and repurchase intention, which is a relatively unexplored area in the retail industry. The study's findings reveal that trust plays a mediating role between omnichannel experience and repurchase intention, suggesting that building trust through an omnichannel experience may lead to increased repurchase intention among retail consumers.

Keywords: omnichannel experience, trust, repurchase intention, retail.

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EXPLORANDO A INFLUÊNCIA DA EXPERIÊNCIA OMNICHANNEL NA CONFIANÇA E NA INTENÇÃO DE RECOMPRA EM EMPRESAS DE VAREJO: EVIDÊNCIAS DA INDONÉSIA

RESUMO

Objetivo: O objetivo desta pesquisa é investigar como a experiência omnicanal afeta a confiança, como a confiança influencia a intenção de recompra, como a experiência omnicanal afeta a intenção de recompra e como a experiência omnicanal afeta a intenção de recompra quando a confiança é considerada um fator mediador.

Estrutura teórica: A experiência omnicanal é definida como um sistema de vendas que oferece aos clientes liberdade e independência para experimentar e obter informações por meio de vários canais. As cinco dimensões da experiência omnicanal são conectividade, integração, consistência, flexibilidade e personalização. A confiança é um conjunto de crenças relacionadas à integridade, benevolência e capacidade da outra parte, enquanto a intenção de recompra é o desejo do cliente de recomprar um produto ou reutilizar os serviços prestados pela empresa. As quatro dimensões da confiança do consumidor são benevolência, capacidade, integridade e disposição para depender. A pesquisa tem como objetivo determinar o efeito da experiência omnicanal na confiança e como ela afeta a intenção de recompra.

Projeto/metodologia/abordagem: 10 empresas de varejo com o maior valor para o consumidor em 2021 com base no YouGov. Os dados serão coletados por meio de questionários distribuídos aos clientes que fizeram compras nas lojas de varejo objeto da pesquisa, on-line e off-line. O estudo usará uma abordagem quantitativa com análises descritivas e inferenciais, e os dados serão analisados por meio da análise de Modelagem de Equações Estruturais (SEM). O tamanho mínimo recomendado da amostra é de 330 amostras.

Conclusões: O estudo constatou que a experiência omnicanal tem um efeito positivo sobre a confiança, e a confiança tem um efeito positivo sobre a intenção de recompra. Além disso, o estudo revelou que a confiança desempenha uma função mediadora entre a experiência omnicanal e a intenção de recompra. Essas descobertas sugerem que a criação de uma experiência omnicanal que aumente a confiança pode levar a uma maior intenção de recompra entre os consumidores de varejo.

Implicações sociais, práticas e de pesquisa: Ao compreender o impacto positivo da experiência omnicanal sobre a confiança e a intenção de recompra, os varejistas podem oferecer experiências de compras perfeitas e integradas em vários canais. Isso pode incluir a oferta de compras on-line com opções de retirada na loja, o fornecimento de recomendações personalizadas com base nas preferências do cliente e a implementação de políticas de

devolução transparentes e confiáveis para gerar confiança. Ao aprimorar as experiências omnicanal e gerar confiança, os varejistas podem criar uma experiência de compra mais positiva para os clientes, levando a níveis mais altos de satisfação e maior fidelidade.

Originalidade/valor: Este estudo fornece uma estrutura teórica abrangente para explicar a relação entre experiência omnicanal, confiança e intenção de recompra, que é uma área relativamente inexplorada no setor de varejo. Os resultados do estudo revelam que a confiança desempenha uma função mediadora entre a experiência omnicanal e a intenção de recompra, sugerindo que o desenvolvimento da confiança por meio de uma experiência omnicanal pode levar a uma maior intenção de recompra entre os consumidores do varejo.

Palavras-chave: experiência omnicanal, confiança, intenção de recompra, varejo.

1 INTRODUCTION

The rapid development of Technology, Internet and Communication (ICT) in Indonesia and the high penetration of the internet in the business world have increased buying and selling activities via the internet on various media. This is indicated by the large number of business ventures that have utilized the internet to sell goods or services. Based on the Central Bureau of Statistics (BPS) report, 62.12 percent of business businesses have used the internet to sell goods or services and 53.93 percent of businesses have used the internet to buy goods or services in order to carry out their business activities. (BPS, 2020). The businesses that sell the most goods or services via the internet are businesses in the activities of providing accommodation and providing food and drink, which amounted to 75.90 percent. (BPS Statistik Karakteristik Usaha, 2020).

One of the businesses that provide accommodation and provision of food and drink that is recorded using the internet as a means of doing business is the Retail industry. The retail industry is one of the industries that makes an important contribution to Indonesia's economic growth.

However, the COVID-19 pandemic has caused the retail industry to experience a significant decline. The main cause of the decline in sales in the retail industry is the COVID-19 pandemic that has hit the world. COVID-19 has caused people's purchasing power to decline, people's movement is very limited, people's ability to interact is down and ultimately the retail industry is significantly affected. Hartanto (Hartarto, 2021) explained that the COVID-19 pandemic has driven a shift in consumption patterns of goods and services from offline to online. This condition is one of the momentum in accelerating the transformation of the use of digital technology in Indonesia and the emergence of various online channels in the retail industry. Although the use of online channels continues to increase, the growth of the retail industry is not as good as expected.

Online sales growth is more aggressive than offline sales growth. However, the growth of online sales, which has increased higher than offline sales, has not been able to recover the growth of retail in general, namely online and offline. This condition shows that the online sales strategy has not been able to support the declining retail sales. In certain retail markets, the online channel has become so dominant that it is even considered an overly dominant development and can potentially disrupt other sales channels, one of which is the offline channel. This unbalanced dominance is the main point in the development of strategies in the retail industry in the future. The simultaneous use of offline and online channels is often referred to as a multichannel retail strategy. Multichannel retail strategies have not been able to synergize with each other in improving retail sales performance.

The omnichannel retail strategy is currently considered as one of the strategies that is expected to have an impact on retail growth in general, through offline and online channels. In several studies of omnichannel retail strategies, repurchase intention is widely used to measure the success of the implementation of omnichannel strategies on customers' desire to repurchase products or reuse services from retailers.

Repurchase intentions arise when there is consumer trust or customer trust. When consumers trust the retailer, it will motivate consumers to spend more time and money with the retailer. This research will be conducted on 10 retail companies with the highest consumer value.

In omnichannel retail services, interconnected channels and integrated data become very important so as to provide flexibility for customers to interact with retailers through various sales channels at the same time of purchase. This is evidenced in the example of the implementation of Buy Online Pick Instore (BOPS) services or commonly referred to as click and collect where customers can make product purchase transactions online and pick them up at offline channels or physical store locations chosen by customers. Based on interviews conducted in this study to one retail company that has implemented omnichannel, Ace Hardware, it is found that customers have the freedom to make decisions to make transactions through any channel and pick up products on any channel. In the event of a complaint related to the service or product purchased, customers can freely choose from various channel contact points provided by the retailer. In BOPS services, all sales channels are interconnected so that transactions, product pickup and product returns can be done across existing sales channels. This is also

supported by integrated data, so that transactions made by one sales channel can be traced through other sales channels because they refer to the same or integrated system.

Currently, the implementation of omnichannel retail services and their benefits in Indonesia has not been widely practiced and is not perfect. Therefore, this study will conduct a survey of customers from the 10 retail companies with the highest consumer value in 2021 which will be the object of research to find out the omnichannel experience felt by customers and how it affects repurchase intention to retail companies.

This research aims to examine the effect of omnichannel experience on trust and repurchase intention in the retail industry, with a specific focus on the Indonesian context. The foregoing can be clarified in the following hypothesis:

H1: Omnichannel Experience (OE) has a positive effect on Trust.

H2: Trust has a positive effect on Repurchase Intention

H3: Omnichannel Experience has a positive effect on Repurchase Intention.

H4: Omnichannel Experience has a positive effect on Repurchase Intention through the mediation of Trust.

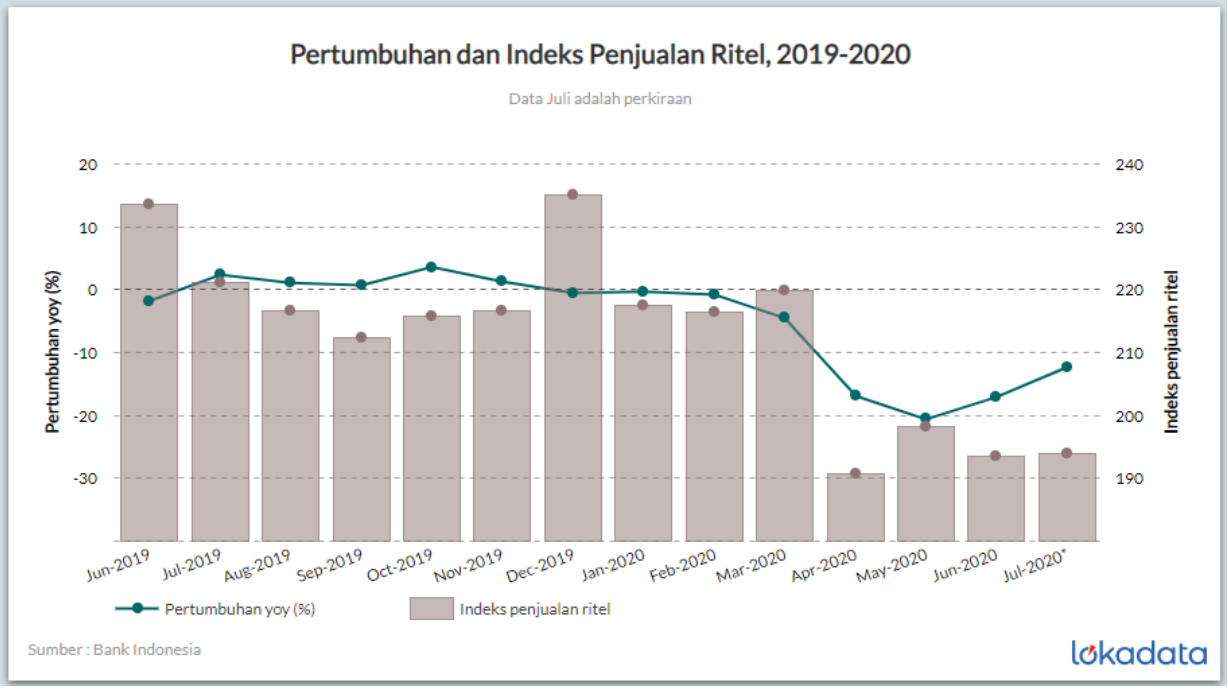
By investigating the relationships between these variables, the study contributes both practically and theoretically. From a practical standpoint, the research addresses the need for understanding the impact of omnichannel strategies on customer behavior, providing valuable insights for retail companies in Indonesia to enhance their customer engagement and improve overall sales performance. The findings can guide businesses in developing and implementing successful omnichannel strategies, leading to increased customer satisfaction, loyalty, and repurchase intentions. The study also contributes to the theoretical understanding of consumer behavior by exploring the role of trust as a mediating variable between omnichannel experience and repurchase intention. By filling this gap in the literature, the research enhances our knowledge of how omnichannel strategies influence customer decision-making and contributes to the broader field of retail and marketing.

2 LITERATURE REVIEW

The retail industry, including businesses providing accommodation and food services, plays a significant role in Indonesia's economic growth (Wandi, 2020). However, the COVID-19 pandemic has led to a shift in consumer behavior from offline to online channels (Hartarto, 2021). In the context of online grocery shopping intent in a

study revealed that perceived ease of use, shipment services, and online accessibility significantly influenced customers' intent to purchase groceries online (Mastana, 2023). Another study shows that most consumers prefer to do online shopping by staying at home (Sreenath et al., 2022).

Figure 1 Retail Sales Growth and Index 2019-2020



Source: Indonesia Central Bank

Despite the increasing use of online channels, the overall growth of the retail industry has not met expectations, with online sales outpacing offline sales (Sorescu et al., 2011; Rahman, 2018). This unbalanced growth has resulted in the dominance of online channels, potentially disrupting offline channels (Christensen et al., 2003). The inability of multichannel retail strategies to synergize has further impacted retail sales performance (Fernando Repi, CNN Indonesia, 2020).

Figure 2 Online and offline sales growth from 2013 to 2017 in Indonesia

Tahun	2013	2014	2015	2016	2017
Penjualan Online	17 T (10,2%)	25 T (13,2%)	45 T (18,8%)	70 T (26%)	108 T (33%)
Penjualan Offline	150 T (89,8%)	165 T (86,8%)	181 T (81,2%)	199 T (74%)	219 T (67%)

Source: (Rahman, 2018)

To address these challenges, an omnichannel retail strategy has gained attention (Fernando Repi, Liputan6.com, 2020). Omnichannel strategies integrate various sales channels and interconnected data, allowing customers to interact flexibly across channels (Rigby, 2011; Brynjolfsson et al., 2013; Lewis et al., 2014; Gao & Su, 2019). Trust is a crucial element in building strong customer-retailer relationships, leading to repurchase intentions (Reichheld & Schefter, 2000; Kim et al., 2008). The current study will focus on the ten retail companies with the highest consumer value (Ramadila, 2021), exploring the impact of omnichannel experience on trust and repurchase intention.

Table 1 Retail Companies with the Highest Consumer Value in Indonesia in 2021

Rating	Retail Company	Customer Value
1	Indomaret	42.9
2	Alfamart	37.5
3	Gramedia	27.4
4	Transmart Carrefour	23.5
5	Ace Hardware	20.1
6	Hypermart	19.5
7	IKEA	19.5
8	The Sun	19.5
9	Superindo	18.8
10	Alfamidi	17.9

Source: (Ramadila, 2021)

Customer value, influenced by service benefits, directly affects repurchase intention (Olaru et al., 2007). Technology-supported services are valuable when they offer relative benefits and convenience over alternative methods (Walker & Johnson, 2006). In the context of omnichannel retail services, companies that have implemented such strategies benefit from personalized consumer management, inventory integration, and improved access to all sales channels (Sirclo, 2020). However, the implementation of omnichannel retail services in Indonesia still faces challenges related to limited technology resources and data integration (Pramudita, 2019).

2.1 OMNICHANNEL RETAIL STRATEGY

(Bell et al., 2014) states that an omnichannel retail strategy is a strategy that combines several channels that allow customers to simultaneously utilize all available online and offline retail channels when shopping. (Bell et al., 2014). This form of retail aims to provide a seamless customer experience through the provision of a seamless cross-channel service system. (Verhoef et al., 2015) where channel activities are coordinated across the areas of promotion, information management, transaction, product

and pricing, information access and order fulfillment, and customer service. (Oh et al., 2012). Verhoef also argues that omnichannel retail strategy should be considered as an evolution of multichannel retail strategy. (Verhoef et al., 2015).

The dominant characteristic of omnichannel retail is that the strategy is customer-centric and the customer's shopping experience, with a view to offering a shopping experience. (Gupta et al., 2019); (Shah et al., 2006). In addition, the omnichannel environment increases the emphasis on the interaction between channels and brands (Verhoef et al., 2015) and (Neslin et al., 2014) describe several purchase routes to show how the interaction between sales channels works.

2.2 OMNICHANNEL EXPERIENCE

In his research, (Bèzes, 2018) defines that omnichannel experience is an experience that offers more things related to freedom for customers than the usual sales system. Based on this definition, it can also be interpreted that customers trigger themselves to experience and obtain information independently, rather than through sales employees or applications provided by retailers. (Bèzes, 2018).

The five dimensions of omnichannel experience are connectivity, integration, consistency, flexibility, and personalization. (Shi et al., 2020), which are as follows:

1. Connectivity, defined as the extent to which content and service information across channels are related and interconnected.
2. Integration, defined as the extent to which customers feel all information systems and operations management are unified and well integrated across channels.
3. Consistency, defined as the extent to which customers experience consistency of content and process from cross-channel interactions.
4. Flexibility, defined as the extent to which customers are given flexible choices and experience continuity when moving transactions from one channel to another.
5. Personalization, defined as the extent to which customers perceive that omnichannel retailers serve customers with individualized attention.

2.3 TRUST

Trust can be defined as a specific set of beliefs related to the integrity, benevolence, and ability of the other party. (Doney & Cannon, 1997); (Ganesan, 1994); (Giffin, 1967); (Larzelere & Huston, 1980). Another opinion says trust is a general belief that the other party can be trusted (Gefen, 2000); (Hosmer, 1995); (Moorman et al., 1992); (Zucker, 1986), sometimes also called intention to believe (McKnight et al., 1998) or the willingness of a particular party to be vulnerable to the actions of another party (Mayer et al., 1995).

There are several dimensions to be able to determine consumer trust. One of them is according to (Kotler & Keller, 2016), there are four dimensions of consumer trust, which are as follows:

1. Benevolence, which is how much someone trusts the seller to behave well to consumers.
2. Ability, is a current assessment of what a person can do. In this case how the seller is able to convince the buyer and provide a guarantee of satisfaction and security when transacting.
3. Integrity, is how much confidence a person has in the seller's honesty to maintain and fulfill the agreement that has been made to consumers.
4. Willingness to depend, is the willingness of consumers to depend on the seller in the form of accepting risks or negative consequences that may occur.

2.4 REPURCHASE INTENTION

Repurchase intention is the customer's desire to repurchase a product or reuse the services provided by the company. This definition is clarified by (Hellier et al., 2003) which states that repurchase intention is an individual judgment about repurchasing services made from the same company, taking into account the current situation and possible future circumstances. (Hellier et al., 2003). Understanding repurchase intention can also be interpreted as the subjective possibility that customers will continue to buy products from the same seller or buy products / services again from the same company (Rezaei et al., 2003). (Rezaei et al., 2014)..

Research (H.-C. Wu, 2014) which is more directed towards customer repurchase intentions on online retail channels, is expressed in the following dimensions (L. Y. Wu et al., 2014):

1. Intention to possibly repurchase using online channels
2. Intention to become a loyal customer
3. Intention to shop online in the future

3 DATA AND METHODOLOGY

The research objects in this study are 10 (ten) retail companies with the highest consumer value in 2021 according to YouGov. Based on information obtained from websites and articles related to 10 (ten) companies as research objects, it is found that these companies have also implemented omnichannel retail strategies.

The research questionnaire will be distributed to customers who have shopped at the retail company of the object of research. The aim is to determine the effect of omnichannel experience on trust and how it affects repurchase intention. This research is quantitative research, with descriptive and inferential approaches. Descriptive analysis aims to explain, summarize various conditions, various situations, or various variables that arise. (Cooper; & Schindler, 2011)Descriptive analysis aims to explain, summarize various conditions, various situations, or various variables that arise (Cooper; & Schindler, 2011), while inferential analysis is the process of drawing research conclusions based on sample data with a smaller number so that the conclusions produced are more general for a population.

Data analysis techniques will be carried out using Structural Equation Modeling (SEM) analysis. SEM analysis is an analytical tool used to predict the relationship between latent variables. The types of data that will be used in this study are primary data and secondary data. Data processing is done using WarpPls Version 7 for student software.

4 RESEARCH POPULATION AND SAMPLE

The population used in this study are customers who have shopped at the object of research retail stores online and offline, the number of which is unknown. The following 10 retail stores are as follows:

Table 2 List of Research Object Retail Stores

Rating	Retail Company
1	Indomaret
2	Alfamart
3	Gramedia
4	Transmart Carrefour

Rating	Retail Company
5	Ace Hardware
6	Hypermart
7	IKEA
8	The Sun
9	Superindo
10	Alfamidi

Source: Data processed (2023)

The total population of retail customers in this study is unknown, because retail companies do not want to publish their consumer data. Furthermore, to determine the sample size of an unknown population of retail customers, Sudaryono (2018) explains it in the Cochran formula as follows (Sudaryono, 2018):

$$N = \frac{z^2(pq)}{e^2}$$

Where:

N: Sample size
z: Standard error associated with the selected level of confidence
p: Variability in the Population (estimated variability in the population)
q: (100-p)
e: Acceptable error rate

From the information above, N is the sample size value sought, while z is the standard error used, which is 1.96 in accordance with the level of confidence used in this study at 95%. The p value is the variability in the population with an estimate of 0.5. Furthermore, the error rate used in this study is 5%. If entered in the formula then:

$$N = \frac{1.96^2(0.5 * 0.5)}{0.05^2}$$

$$N = 385$$

Thus according to the above calculations, the minimum sample size of an unknown population is N = 385 samples.

Based on the SEM-PLS model, according to Sholihin & Ratmono (2013), the sampling technique uses the times rule of thumb guide, which practically means 10 times the maximum number of arrows (paths) that hit a latent variable in the SEM-PLS model.

This translates to a ratio of 1: 10, that is, each research question to be analyzed will be multiplied by 10. (Sholihin & Ratmono, 2013).

In this study there are 33 reflective indicators to be analyzed and based on guidelines from (Hair et al., 2014), then the calculation of the sample size is:

n = (33 reflective indicators) x 10
n = 33 x 10
n = 330

So it is known that the minimum recommended sample size is based on the formula (Hair et al., 2014) in this study were 330 samples. This research was conducted by distributing questionnaires to a number of consumers from 10 research object retail stores and found 350 questionnaires suitable for use as samples.

5 RESULTS AND DISCUSSION

5.1 RESPONDENT DESCRIPTION

This study was conducted with 350 retail consumers who have shopped at 10 retail stores both offline and online. All respondents have shopped at more than one of the retail stores that have online and offline shopping channels, namely: Indomaret, Alfamart, Gramedia, Transmart Carrefour, Ace Hardware, Hypermart, IKEA, Matahari, Superindo, Alfamidi. The survey results show that the respondents consist of 60% women and 40% men. Based on the age category, 33.4% of respondents are in the age range of 18-24, 43.1% of respondents are in the 25-35 years category, 19.1% of respondents are in the 36-45 age category and 4.3% of respondents are in the 46-55 age category. Based on the level of education, 59.4% of respondents have a Bachelor's education background, 39.4% have a high school education background and 1.1% did not graduate from high school. 56.9% of respondents have an income of up to 4 million, 29.1% earn from 4 million - 8 million. 10.3% earn 8-15 million, 2% earn 15-40 million and 1.7% earn above 40 million.

5.2 MODEL FIT

The first stage in the data analysis process is to test the Fit Model and Quality Indicators. This stage is carried out to determine whether the data can be continued to the next analysis. The results of the fit model in this study can be seen in table 1 as follows:

Table 3. Model Fit and Quality Indicators

Test	Description
Average path coefficient (APC)=0.552, P<0.001	Fit
Average R-squared (ARS)=0.653, P<0.001	Fit
Average adjusted R-squared (AARS)=0.652, P<0.001	Fit
Average block VIF (AVIF)=2.943, acceptable if <= 5, ideally <= 3.3	Fit
Average full collinearity VIF (AFVIF)=3.212, acceptable if <= 5, ideally <= 3.3	Fit
Tenenhaus GoF = 0.636, small >= 0.1, medium >= 0.25, large >= 0.36	Fit
Sympson's paradox ratio (SPR)=1.000, acceptable if >= 0.7, ideally = 1	Fit
R-squared contribution ratio (RSCR)=1.000, acceptable if >= 0.9, ideally = 1	Fit
Statistical suppression ratio (SSR)=1.000, acceptable if >= 0.7	Fit
Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if >= 0.7	Fit

Source: Data Processed (2022)

Table 1 shows that the research model is fit and can proceed to the next stage. The p-value for APC, ARS and AARS shows a number below 0.05 which indicates that the goodness of fit of the model has been fulfilled and the AFVIF value is smaller than 5, also fulfilled. Likewise, the GoF, SPR, RSCR, SSR and NLBCDR values show a value of 1, which means that the overall fit test on this research model has been fulfilled.

5.3 OUTPUT PATH COEFFICIENT AND P-VALUE

The next stage after the model is declared fit is to analyze the output path coefficient and p-value. The following is a table of output path coefficient and p-value, as follows:

Table 4. Output Path Coefficient and P-Value

Path Coefficient	OE	TR	RI
OE			
TR	0.807		
RI	0.490	0.359	
P Value			
OE			
TR	<0.001		
RI	<0.001	<0.001	

Source: Data Processed (2022)

The output results of the path coefficient and p value in table 2 show that the p value of the effect of OE on TR is <0.001, meaning that the first hypothesis, namely whether there is an influence between OE on TR, is accepted, and the coefficient value of the influence of the two variables is 0.807. Meanwhile, the effect between TR on RI shows a p value of <0.001 or the second hypothesis is accepted, namely TR has an effect on RI and the path coefficient value is 0.359. The third hypothesis, namely OE has an

effect on RI, shows a p value <0.001 with a coefficient of 0.490, indicating that the third hypothesis is accepted.

5.4 EFFECT SIZES OF INDIRECT EFFECT

The effect sizes of indirect effect table provides an overview of the indirect relationship of the variables studied. In this study, there is an indirect relationship between omnichannel experience and repurchase intention with trust mediation.

The following is a table of the effect size results of the indirect effect of omnichannel experience with trust as a mediating variable.

Table 5. Effect Sizes of Indirect Effect for 2 Segments

	OE	TRUST	RI
RI	0.227		

Source: Data Processed (2022)

Table 5 shows the effect size of the indirect relationship between omnichannel experience and repurchase intention which is 0.227. Then we will compare the value of the indirect relationship with the value of the effect size of the direct relationship between omnichannel experience and repurchase intention, which is 0.383 (see table 6). This condition shows that the effect size value of the direct relationship contribution is greater than the effect size value of the indirect relationship between omnichannel experience and repurchase intention. Then the relationship between omnichannel experience and repurchase intention through trust is rejected, or the relationship is partial or direct.

5.5 STANDARD ERRORS AND EFFECT SIZE OF PATH COEFFICIENT

The next step is to display the results of the estimation of standard errors for each path. Where in this table the mediation effect test will be carried out for linear relationships. While the effect size is calculated as the absolute value of the individual contribution of each predictor latent variable to the R-squared value of the criterion latent variable. Effect size can be grouped into three categories, namely weak if it shows a value of up to 0.02, medium if the value is up to 0.15 and large at a value of 0.35. The following table of standard errors and effect size path coefficient in this study is as follows:

Table 6. Standard errors and effect size of path coeficiente

Standard error	OE	TR	RI
OE			
TR	0.048		
RI	0.050	0.051	
Effect Size			
OE			
TR	0.652		
RI	0.383	0.272	

Source: Data Processed (2022)

The effect size results in this study show the results of 0.652 in the OE relationship to TR, 0.272 in the relationship between TR and RI and 0.383 between OE and RI. The results of this effect size mean that the contribution of the OE predictor variable to trust is in the high category, followed by the contribution of the variable relationship to repurchase intention in the medium or medium category and the effect of the relationship between the OE variable and repurchase intention is in the high category.

5.6 OUTPUT LATENT VARIABLE COEFFICIENTS

Tests on each latent variable are carried out to obtain the coefficient of determination, instrument reliability, discriminant validity, fullcolliniearity test and predictive validity, as follows:

Table 7. Latent Variable Coefficient Output

	PEOU	POU	TR
R-Squared			0.625
Adj R-Squared			0.605
Composite Reliab.	0.936	0.930	0.914
Cronbach's Alpha	0.915	0.904	0.893
Avg.var.entrac	0.746	0.728	0.525
Full.collin.VIF	4.954	5.306	2.132
Q-squared			0.640

Source: Data processed (2022)

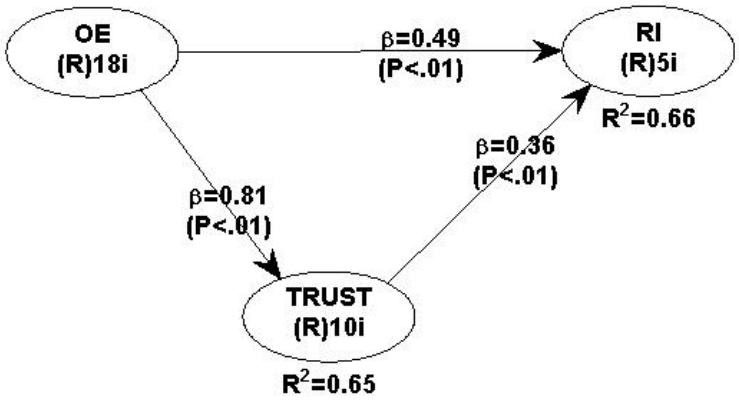
Based on Table 4, the R-Squared result is 0.625, meaning that the percentage of variation in the PEOU and POU constructs on TR is 62.5%. This shows that trust can be shown by 62.5% by the variance of the ease of use of ICT and the benefits of using ICT. The resulting Q-squared in Table 4 above shows a number above zero, which is 0.640. This indicates good predictive validity. Composite reliability and Cronbach's alpha show the measure of reliability of the research instrument. In this condition, the value of both is expected to be above 0.7 so that all research instruments can be said to be reliable.

Average variance extracted (AVE) is used to evaluate convergent validity. According to Fornell and Lacker (1981) the AVE value above 0.5 indicates that these criteria are met.

6 DISCUSSION

The following are the results of the hypothesis test in this study showing the following figure:

Figure 3. Hypothesis Test Results



Source: Data Processed (2022)

6.1 THE EFFECT OF OMNICHANNEL EXPERIENCE ON TRUST

Based on the results of data processing, the p-value in the relationship between the effect of OE on trust is smaller than 0.01. This shows that the first hypothesis, namely H_1 : OE has a positive effect on trust, is accepted. This means that omichannel experience has a positive effect on trust. The omnichannel experience that customers feel includes connectivity between channels, integrated data on each channel, consistent information and services, flexible touch points or sales channels and personalized services that provide seamless services between sales channels. Data that is integrated across channels and information that is delivered consistently across channels can foster a sense of trust and security. Customers will feel safe and trust in consistent and unchanging data and information with clear rules.

In line with research (Lee et al., 2018)(Lee et al., 2018), consistency in providing services is considered to reduce perceived privacy risks, when customers are promised a reward of great value. Likewise, data and information transparency can reduce perceived privacy risks if customers feel that retailers provide clear and reliable information and can increase trust. (Lee et al., 2018). Thus it can be said that the omnichannel experience has an influence on customer trust.

Based on the results of the hypothesis test, the retail industry is expected to build connectivity between channels, integrated data in each channel, consistent information and services, flexible touch points or sales channels and personalized services that provide seamless services between sales channels. The ability of retail stores to build connectivity, integration, consistency, flexibility and personalization can be done by building an integrated information system. Technology, information and communication (ICT) is one of the tools that can help retail stores gain the trust of their customers. ICT with its convenience and benefits has proven to have an influence on trust. (Lahindah & Bahri, 2022). The benefits of ICT can be clearly felt by consumers and in the end consumers can feel the ease of using ICT visually, for example in the context of online and offline shopping and even finally consumers believe in the retail store to create trust.

6.2 THE EFFECT OF TRUST ON REPURCHASE INTENTION

Research (Park et al., 2012) stated that the lack of trust is one of the permanent reasons to influence consumers to refuse to buy from online platforms. Several studies have identified that trust substantially influences online shopping behavior positively. For example, empirical research found that trust is a significant factor affecting willingness to pay (Guo et al., 2018). (Guo et al., 2018); (Aksoy & Özsönmez, 2019) and repurchase intention (Sullivan & Kim, 2018). (Sullivan & Kim, 2018); (Lim & Srai, 2018); (Cheah et al., 2020).

In this study, the p-value of the relationship between trust and repurchase intention is smaller than 0.01. This shows that H2: Trust has a positive effect on repurchase intention is accepted, which means that trust has an effect on repurchase intention. In line with (Cao & Li, 2015) and (Zhang et al., 2018) (Zhang et al., 2018) state that increasing trust is one of the important mechanisms that influence channel integration and sales growth in the omnichannel experience. In his research (Loukis & Charalabidis, 2013) and Wu and Wu (2015) state that integrated strategies and cross-channel marketing communications can reduce consumer insecurity and can build consumer confidence. (I. L. Wu & Wu, 2015). As a result, consumers will develop trust and generate customer purchase intentions for retailers. This happens if retailers are able to effectively integrate both online and offline sales channels. (Cheah et al., 2020). Furthermore, research conducted previously by (Zboja & Voorhees, 2006) and (Chiu et al., 2009) show that trust plays an important role in driving customer repurchase intention.

6.3 THE EFFECT OF OMICHANNEL EXPERIENCE ON REPURCHASE INTENTION

The p-value of the relationship between omnichannel experience and repurchase intention is smaller than 0.01, which means that H_3 : omnichannel experience affects repurchase intention is accepted, namely omnichannel experience affects repurchase intention. (Shi et al., 2020) suggests that the omnichannel experience affects shopping intention or customer shopping intentions. The five dimensions used to describe the concept of omnichannel experience are conectivity, integration, consistency, flexibility and personalization which are further examined for their influence on customer shopping intention or shoping intention.

The influence of omnichannel experience on repurchase intentions provides an overview for retailers to develop their omnichannel retail strategies, and can improve the post-COVID-19 downturn in the retail industry. Developing an omnichannel experience can be done in an integrated manner through online and offline shopping channels of a retail store. Shopping through these online and offline channels is expected to be integrated, connected, consistent, flexible and provide personalized services. So that the process of implementing this omnichannel strategy certainly requires the role of various parties and supporting resources. And with the experience of using the omnichannel strategy, consumers are expected to make repeat purchases.

6.4 THE EFFECT OF OMNICHANNEL EXPERIENCE ON REPURCHASE INTENTION WITH TRUST VARIABLE AS MEDIATING VARIABLE

The Omnichannel Experience that customers feel includes connectivity between channels, integrated data in each channel, consistent information and services, flexible touch points and personalized services that provide seamless services between sales channels. Data that is integrated across channels and information that is delivered consistently across channels can foster a sense of trust and security. Customers will feel safe and trust in data and information that is consistent and does not change without clear rules.

(Cao & Li, 2015) and (Zhang et al., 2018) stated that increased trust is one of the important mechanisms affecting channel integration and sales growth in the omnichannel experience. In their research (Loukis & Charalabidis, 2013) and Wu and Wu (2015) state that integrated strategies and cross-channel marketing communications can reduce

consumer insecurity and can build consumer confidence. (I. L. Wu & Wu, 2015). As a result, consumers will develop trust and generate customer purchase intentions for retailers.

In this study, the fourth hypothesis is that omnichannel experience affects repurchase intention with trust as a mediating variable. The results of the effect sizes for the indirect relationship between omnichannel experience and repurchase intention are 0.227 or smaller than the effect sizes of the direct relationship between omnichannel experience and repurchase intention, which is 0.383. So this fourth hypothesis is rejected and omnichannel experience has no indirect effect on repurchase intention.

7 CONCLUSION

In conclusion, this study aimed to investigate the impact of omnichannel experience on trust and repurchase intention in the Indonesian retail industry. The research objectives were addressed through the examination of four hypotheses.

The findings of this study provide significant insights into the relationship between omnichannel experience, trust, and repurchase intention.

Firstly, the analysis supported H1, indicating that omnichannel experience positively influences trust among consumers. This suggests that a seamless and integrated shopping experience across multiple channels enhances consumer trust in the retail brand.

Secondly, the results confirmed H2, demonstrating that trust has a positive impact on repurchase intention. This highlights the critical role of trust in shaping consumer behavior and their likelihood to engage in repeat purchases. Trustworthy relationships between consumers and retailers foster loyalty and encourage future buying decisions.

Thirdly, H3 was supported, indicating that omnichannel experience directly influences repurchase intention. This underscores the significance of providing a comprehensive and consistent customer experience across different retail channels to drive repeat purchases. A positive omnichannel experience can contribute to increased customer satisfaction and loyalty, leading to higher repurchase intentions.

Lastly, the analysis also supported H4, revealing that trust partially mediates the relationship between omnichannel experience and repurchase intention. This suggests that trust plays a significant role in translating the effects of a seamless omnichannel experience into favorable repurchase intentions. Establishing trust becomes a crucial factor for retailers to leverage the benefits of omnichannel strategies effectively.

The limitations in this study are related to the dimensions in omnichannel itself which still consists of 5 dimensions. Future research development can be done by expanding these dimensions and possibly by linking them to trend analytics data that can predict customer desires and behavior in more detail. The research focused on a specific geographical context and utilized a sample of retail consumers, which may restrict the generalizability of the findings. Future research could consider expanding the scope by including a more diverse sample and examining additional factors that influence consumer behavior in the retail industry.

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